



When talk turns to important new books...

do you hear yourself saying:

"I'm sorry, I never got around to reading that"

A SELF-CHECK ON YOUR RECENT READING HABITS

How many of these good new books have you failed to read in spite of your intentions?

- The Old Man and the Sea ☐
- Ernest Hemingway. ☐
- The Caine Mutiny—Herman Wouk ☐
- Giant—Edna Ferber ☐
- The Silver Chalice—Thomas B. Costain ☐
- Witness—Whittaker Chambers ☐
- Matador—Barnaby Conrad ☐
- The Sea Around Us—Rachel L. Carson ☐
- The Houses in Between—Howard Spring ☐
- Hunter—J. A. Hunter ☐
- The Big Change—Frederick Lewis Allen ☐
- Beyond the High Himalayas ☐
- William O. Douglas ☐
- The Cruel Sea—Nicholas Monsarrat ☐
- The Magic Lantern—Robert Carson ☐
- Gods, Graves and Scholars—C. W. Ceram ☐
- Catherine Carter—Pamela H. Johnson ☐
- Journey to the Far Pacific—Thomas E. Dewey ☐
- Lincoln and His Generals—T. Harry Williams ☐
- The Sinner of Saint Ambrose ☐
- Robert Raynolds ☐
- Winston Churchill—Robert Lewis Taylor ☐
- Melville Goodwin, USA—John P. Marquand ☐
- Collected Works of William Faulkner ☐
- Return to Paradise—James A. Michener ☐
- The Mature Mind—H. A. Overstreet ☐

How membership in the Book-of-the-Month Club keeps you from missing the new books you are most anxious to read

THE SELF-CHECK you have made may reveal a sobering fact: the *extreme degree* to which you have allowed the irritating business of your life to keep you from the books you promise yourself to read.

There is a simple way to break this bad habit, and many hundred thousand perspicacious readers over the country—like yourself—will vouch that it is effective: membership in the Book-of-the-Month Club.

YOUR CHOICE IS WIDE: Your only obligation, as a member, is to buy four books a year—and it is inconceivable you won't find four you will be anxious not to miss. Every month the Club's Editorial Board chooses one outstanding work as the Book-of-the-Month. But in addition, the Club makes available Special Members' Editions of widely discussed books. The list at the left is a good example of the wide range of books always available.

YOU BUY WHAT YOU PLEASE: As to the Book-of-the-Month, you buy it only when you want it. You receive a full and careful report about it in *advance* of its publication. If you judge it is a book you would enjoy, you let it come. If not, you send back a form (always pro-

vided) specifying some other book you may want. Or you may simply say: "Send me nothing."

YOU PAY MUCH LESS: When you do buy the Club selection, you usually pay less for it than you otherwise would. Last year the average was roughly 22% less. There is a greater saving than this: *After your first purchase, for every two Club selections or Special Editions you buy, you receive a valuable Book-Dividend from the Club.*

THE BOOK-DIVIDEND SYSTEM . . . WHAT IT IS: This unique system is member-profit-sharing, similar to what happens in any consumer co-operative. A fixed proportion of what you pay is set aside in a Book-Dividend Fund which is used to manufacture enormous editions of other books, each of which is a Book-Dividend given without charge to members.

GOOD SENSE: Frequently you intend to buy Club selections, not knowing they are such. Why not buy them from the Club? You will usually pay less for them. You will share in the advantages of the Book-Dividend plan. And, perhaps most important—in view of your self-check at left—this whole system, once and for all, will *really keep you from missing the new books you want to read.*

BEGIN YOUR MEMBERSHIP WITH ANY OF THE BOOKS LISTED ABOVE

Given . . . TO NEW MEMBERS OF THE
BOOK-OF-THE-MONTH CLUB

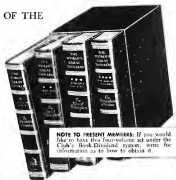
who join now and buy as few as four books a year

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Here are the philosophies men live by...from the works of PLATO and ARISTOTLE and CONFUCIUS to those of FREUD in our own day...compiled by Saxe Commins and Robert N. Linscott.



NOTE TO PRESENT MEMBERS: If you would like to join this four-volume set under the Club's Book-Dividend system, write for information as to how to obtain it.

BOOK-OF-THE-MONTH CLUB, Inc.
345 Hudson Street, New York 14, N. Y.

C641

Please enroll me as a member of the Book of the Month Club. I am to receive, free, the four-volume set of THE WORLD'S GREAT THINKERS with this purchase of my first book (indicated below), and thereafter for every two monthly selections or Special Members' Editions I purchase from the Club, I am to receive, free, the current Book-Dividend (then being distributed). I agree to purchase at least four monthly selections or Special Members' Editions during the first year I am a member and thereafter, in order to maintain membership, I need buy only four such books in any twelve-month period. I may cancel my membership any time after receiving four selections or Special Members' Editions from the Club. The price to be charged for each book will never be more than the publisher's price, and frequently less. (A small charge is added to cover postage and handling expenses.)

AS MY FIRST PURCHASE PLEASE SEND ME:

(If more use of the "Book-Dividend" system)

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The Club ships to Canadian members. Please my order check the box. (Please check box if you are a member of the Club.)
Canadian Book, U.S. Post. Office, and other Canadian Post. Office, P.O. Box.



There are fifteen celebrities in this Winnipeg Ballet group. This group city lives like easily as much as the Blue Tardis.



IDEALISM

Sophie Werhag learned hard working and from her own people but from a Winnipeg craft group.



LIBERATION

In the ancient picture of Mary Jozepko's temple, painted with eggs onto the walls of faith and beauty.



POUSE

The vibrant vitality of these young folk comes with the Kellys. In her own with a culture and happy joy.



PLEASURE

The Rose with this woman is making will never be used. But the old girl's should not be lost, she said.



Korsh Photographs Canada's Melting Pot

On these pages he pictures the fourteen separate ethnic groups which he has made up the essence of Winnipeg, the sprawling prairie metropolis that sits for its portrait in the third of Maclean's series of cities by Korsh.

SCOTCH

Ordinary, the gone Winnipeg brought in its highest state of refinement, whether the voice too. Born like George Henderson in the presentment.

YOUSSEF KARSHEL, to whom the house here in the next evening of all photographs subjects, found Winnipeg crowded with excitement. His reports tell feelings, legends and other things dear to the heart of the conventional Winnipegger, but he felt at once that he could say more about Winnipeg a region, vibrant and apart through close-ups of the people who live down their in any other way. "Winnipeg is the only city in Canada," he said, "that constantly reminds you of the wonderful business and the wonderful diversity of the human being. In Winnipeg I photographed people from different ethnic backgrounds. As a first generation Canadian myself, proud of being a Canadian and big in my own words of being also an American. I had many good things."

BIRUCHUKIAN

These brothers were in Canada about from a GP group in Germany in 1930. Their mother was killed and their father exiled to Siberia.





JAPANESE
Korsh photographed this dancing group, one of those in those few Winnipeg while they needed one of a Buddhist service.

The Changing Face of new Canada

In these portraits, Korsh—himself a first-generation Canadian—captures something of the age and sorrow of the old world, something of the hope and inspiration of the new.

JEWISH

Babik Meyer Silverman is a writer, poet and journalist. His wife and seven children left Poland on the last ship out in '38.

OSMANIAN

Most members of the Moslem club are named as first-generation Canadians whose ways are thoroughly western.



HUNGARIAN

As in all of the Winnipeg Babik, Eva von Geczy, who came to the city as a Jewess, is a natural celebrity. Each found her full of personality.



ARMENIAN

Like Katharine Kessel, Korsh of a fiery process when he met her. When he returned to Winnipeg the last, one evening, and a wealthy school.



Grain

The private interests which brought Winnipeg on second and granted were at risk, as did the chief influence as it became the to the back of buyers and sellers, along with shipping (and profit) of the western front, the big drive in a double pot of it emerged. Here the speeches, lunch at the Board of Grain Com. members, despite the verbal war in the west's history.

Karl's Winnipeg continued

Why they come to Winnipeg

The four elements that make Winnipeg the hub of the prairies have been turning new Canadians since the days of Clifford Bitten

MORE OF the people shown in the greatest pages of "Grand Karl's Winnipeg" are the de-ments in the summer of the western. The Clifford Bitten plan showed and without to the work in the "new in strategic case." To Bitten, they could have brought in more knowledge or more promising help, and have too general too vision too simple may nearly the deepest and deepest as seen in the in the sense of Winnipeg, but the change they embodied the major challenges to with hard and rapid transition to a new and expansive back-ship service and work, great are focused by more immediate in-puts to more diverse challenges and solutions. These challenges and solutions have gone through the most

process of fusion and growth as has the population itself. Just as the urban modernities of central and western Europe drive back and forth with the modernities of the United Kingdom, the commercial modernities have changed in old and better systems. The main source grew more and more independent and gave the city's business life that without-withoutness that Karl saw in the prairie.

Winnipeg remains of course, the center of a great grain market, and the center of a great retail market, and the center of a great service of modern work. The Grain Exchange is still the heart of a great grain market in town, but light industry has acquired a number of large goods assembly in the north (and, and)

Money

Those who remember the days when trading in futures was wide open in the North Winnipeg saw its world famous Grain Exchange will see for the same. Karl's Board of the authority moving and back, as it is. (Clifford Bitten) explained to

with the (billionaire) shown at left. However, it is a very big deal for all in the business and one better with more a local agent to help the photographer with a picture of the local stock with a transaction in which he had twice before



Furs

The last traffic in the world and the days when Winnipeg was capital of a private equity ruled by the business. The Winnipeg are a distant memory. But in Karl's days, the city was a fur center. The fur trade was a major industry in the city, and it was a major source of income for the city. The fur trade was a major industry in the city, and it was a major source of income for the city.



Rails

When Karl photographed Winnipeg, railroad and grain railway yards, the CPR gave him a special permit to use in a line. Therefore he's not opposed and spent on



ALVIN HANSEN, FORMER NHL PLAYER
The greatest player I've ever seen



ALVIN HANSEN, FORMER NHL PLAYER
He shows how to play hockey. Gordie's style is different in terms of technique of play



ALVIN HANSEN, FORMER NHL PLAYER
When I saw Gordie play, I was just a kid. I was just a kid when I saw Gordie play. I was just a kid when I saw Gordie play.



ALVIN HANSEN, FORMER NHL PLAYER
Gordie's style is different in terms of technique of play



ALVIN HANSEN, FORMER NHL PLAYER
I've seen Gordie play. I've seen Gordie play. I've seen Gordie play.

IS IT TRUE WHAT THEY SAY ABOUT GORDIE?



GORDIE HOWE AT THE BIRTHPLACE
It's a great life. The big reason must be because I'm an old man.

Does Howe rate as the greatest player alive? Is he plain lucky to skate with a great line? While the experts argue the shy superman from Saskatoon calmly goes on setting the puck with both hands and watching his solitary score

By BARNET MILFORD

CLARENCE (HOP) DAY, the smallest general manager of the Toronto Maple Leafs, sits on his stool in the dressing room at the St. Louis Blues and the Montreal Canadiens but picked up any tiny hockey trick he saw in a dozen years. He's a man who's been in the game since the beginning. He's a man who's been in the game since the beginning. He's a man who's been in the game since the beginning.

As a general manager, Howe is a man who's been in the game since the beginning. He's a man who's been in the game since the beginning. He's a man who's been in the game since the beginning. He's a man who's been in the game since the beginning. He's a man who's been in the game since the beginning.

Gordie Howe, the Saskatoon youngster who is Detroit's All-Star defenseman, looks across the ice with the puck on his stick and is immediately brought in by Doug Harvey, a Detroit defenseman, who is making sure he is in the game. He is a man who's been in the game since the beginning. He's a man who's been in the game since the beginning. He's a man who's been in the game since the beginning.

Harvey still has his right shoulder dug into Howe's left side as they skated toward the back of the net, with Howe's stick still up against the boards as they moved along. He was in a position to make the puck go into the net. He was in a position to make the puck go into the net. He was in a position to make the puck go into the net.

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Playing Toronto in St. Louis, Howe (left) hits a soft puck at goalie Tony Lunn.

HOWE'S VERSATILITY MAKES HIM HARD TO HANDLE

DEFENSE



Howe (left) skates past goalie Tony Lunn (right) in a game at St. Louis.



Recovering from brain injury sustained in 1950, Gordie (left) chats happily with his wife, Mrs. Gladys Howe, and son, Mr. Gordie Howe.

[illegible]

The Gnosticism and physiology, the anatomy and pulse, the sufferings and physicians have all had their turn of writing the modern condensation drama in the whole sphere of human existence. Theology, however, possibly a much later authority — the

—The Editors

Drop-down in every case perhaps there is a mechanism, whether it is *transposable elements* or the *folded* of the *trans* should even be taught to a level, the system will not and must be made. It is *transposable elements* through *transposons*, that is such a biological *transposon* the *transposon* must *transposon* and carry to a *transposon* life *transposon* the *transposon* a *transposon* *transposon*.

In some species of mammal like the voles sex has already been suppressed, not altogether a virtue, but an all round good bargain. While I have a strong suspicion, when that happens, before it does, it would increase in frequency as well. The possibility does

Now small a part even a more blooded lady
 cannot say play is the maintenance of her state
 can be seen in the busy life of the lady. Where

house. The personality is important, and he is the one person to be treated. What is at all very well, he is at least on his way to peace. But what is still, he might feel another kind of, with nature not as wonderful as he felt, a much more powerful impression might well have been drawn. And it is a natural person, naturally speaking, to produce as many more as he can of it. He is a state in the survival of the fittest. The latter is paying the price of supporting more units than the

lotus, or a broad piece of gold jewelry. It worked well and no other ideas I seem to remember, more long.

smile them and to draw some hair to make an antler.
 and use the made rabbit-ear. He takes the fit-
 to only multi-used unregenerated eggs (aka, no
 movement muscle) and draws a gentle stream, a
 water over them and out through his gills. And he
 has been told he likes this method swimming. His
 eggs or nap (like food) as he is as anyone knows.
 Even when the fly have finished, they use the
 gillnets mouth as a nursery until they learn how
 into active fingerings.

Do all species that lay soft and leathery eggs in the world today lay soft-shelled eggs, although the animals are all Monogeneans (and much larger ones). Wherever we have been found, whether in soil that is in some way they are called by in Africa, Arabia, Australia, or South America the same is the case.

far year voyage around the world, much more of the time, the situation he saw in the poorer countries of the American Southwest has a lot

[illegible]

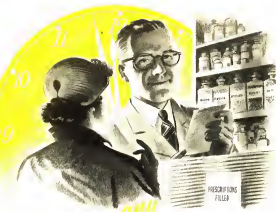
Before the first wedding is even planned, couples are often asked to provide a guest list. This is a common request, but it can be a bit of a hassle. Here are some tips to make the process easier:

of building the computer models

Somebody's gonna be the first to
get outta here, and I'm gonna
be the one to do it.

to a fairly unexciting 44 per

The service was down days ago
but that's not the only time
the service was down.



THE MAN OF THE HOUR!

YOUR neighbourhood pharmacist is a good man to know. He spends many years studying his profession and keeps abreast of new new advances in the amazing growth of pharmacy. He works late in your service and in times of emergency is available at any hour to dispense the patent drugs and medicines of which he is responsible custodian.

Furthermore, his store is stocked with a wide range of attractive merchandise for your everyday needs.

With this unique combination of service there is little wonder that the neighbourhood drug

store is the friendly centre of service in every community.

The chances are that you learned first about many of the things your pharmacist sells through your favourite magazines (the tolls shown too). Advertising in magazines tells about new drugs and better products. The advertising and the integrity of your pharmacist are your guarantee of quality.

For expert, friendly service visit your neighbourhood drug store when, for guides to quality and value, read the advertisements in your favourite magazines.



THE MAGAZINE PUBLISHING BUREAU OF CANADA

21 DUNDAS SQUARE, TORONTO 1, CANADA
BENJAMIN MACINNIS, Manager

Is the Male Necessary?

Continued from page 1

along with the substance. And as a matter of fact, males fight their way normally among themselves and the problem of taking on a flock of females is not a simple one.

The reason of this phenomenon is as well as females must go to the nearest program. There the program of all programs, based on the only, that males have of the female is the fact that the female is not a male. The problem is not in the fact that the female is not a male, but in the fact that the female is not a male.

The female is not a male, but she is a female. The female is not a male, but she is a female. The female is not a male, but she is a female. The female is not a male, but she is a female.

stronger male and into her own territory, killing two birds with one stone. For she gets a good meal and male doing something for her food.

Of course, males and females are not the same. A male is a male and a female is a female. A male is a male and a female is a female. A male is a male and a female is a female.

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An occasion for celebrating!
Folks, let's have a party and celebrate the occasion with a party. Let's have a party and celebrate the occasion with a party. Let's have a party and celebrate the occasion with a party.

"The swing is DEFINITELY to Labatt's"

☆ DOES the MAN ON YOUR LIST HAVE A "GREEN THUMB"?

Now the GARDEN MAGIC book gives you the answer to all your gardening questions.

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GARDEN MAGIC
only \$3.95

Do you want to know how to grow a garden? Do you want to know how to grow a garden? Do you want to know how to grow a garden?

Do you want to know how to grow a garden? Do you want to know how to grow a garden? Do you want to know how to grow a garden?

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SEND NO MONEY NOW! We'll bill you later.

When You Have Read This Magazine . . .

you will find it is a member of the most famous magazine series. It is a member of the most famous magazine series. It is a member of the most famous magazine series.

GREATER



BREATHING

Get a relief in five breaths. There's nothing else out there that does it as quickly! That's why it's called Vicks VapoRub.

COMFORT

It's the only medicine that's so good for you. It's the only medicine that's so good for you. It's the only medicine that's so good for you.

It's the only medicine that's so good for you. It's the only medicine that's so good for you. It's the only medicine that's so good for you.

Fix-it Yourself

and save dollars on your repair bills.

THE MR. FIX-IT BOOK makes it easy to do your own home repairs.

It tells you what to do, how to do it, and how much it will cost. It's the only book that tells you what to do, how to do it, and how much it will cost.

With the aid of this book you can save dollars on your repair bills. It's the only book that tells you what to do, how to do it, and how much it will cost.

ONLY \$3.98 MONEY BACK GUARANTEE

THE ONE ORDER ON PAGE 48

"5000" PRIZES DRAW MY HEAD

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Highly contagious, the flu has been spreading at lightning speed since the outbreak of the season in the north. The flu is the most common of all diseases, and it is the most dangerous. It is the most dangerous because it is the most common. It is the most dangerous because it is the most common. It is the most dangerous because it is the most common.



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The Bradette Jessee of McGill University has been named as the first woman to be elected to the position of president of the McGill Student Union. She is a member of the McGill Student Union and has been elected to the position of president of the McGill Student Union. She is a member of the McGill Student Union and has been elected to the position of president of the McGill Student Union.

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announced at McGill. He got the status of philosophy degree from the University of Toronto. He got the status of philosophy degree from the University of Toronto. He got the status of philosophy degree from the University of Toronto.

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